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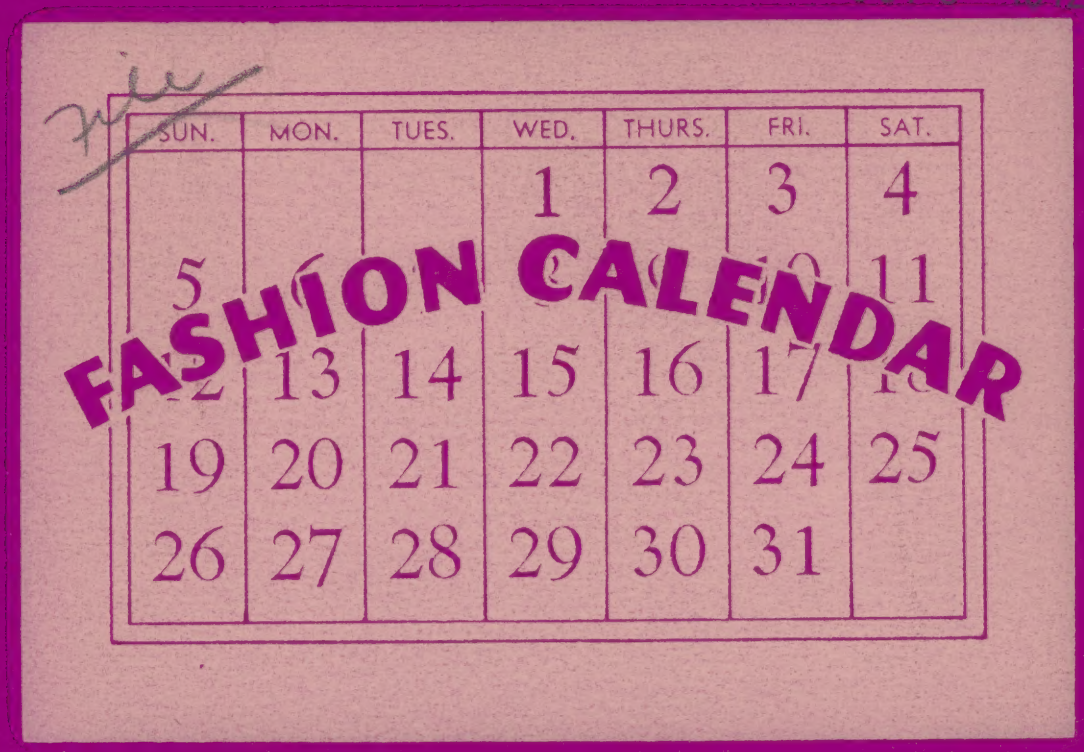

FRANCES HUGHES, *Editor*

6 WEST 52nd STREET NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, OCTOBER 2, 1942

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Oct. 2 2:30 P.M.	JUNIOR MISS FASHION SHOW	JOHN WANAMAKER'S	B'WAY AT 9TH ST. DOWNSTAIRS STORE

Budget and Winter work and party fashions will be shown for young girls thinking ahead for Thanksgiving and Christmas holidays. Also on Friday, at 7 P.M., the store's late night opening, Mary Dallas of the American Theatre Wing will talk on "Women's Place in the Salvage Campaign" explaining what to salvage and what to do with it. Open to Press and public. Publicity: Mr. Davidson, ST. 9-4700.

Friday Oct. 2 3:00 P.M.	THRIFTY WAYS TO SOLVE MEAT PROBLEMS	THE NAMM STORE, BROOKLYN	452 FULTON STREET COLONIAL ROOM

First of a series of weekly Friday cooking classes keyed to today's food needs and shortages. Oct. 9th talk on "Pennywise Recipes"; Oct. 16th, "Boxes From Home" (to send to boys at camp); through Thanksgiving and Christmas dinner planning. Open to Press and public. Under direction of Elsa Steinberger, Home Economist of Brooklyn Union Gas Company. Publicity: Muriel Hahn, TR. 5-5700.

Saturday Oct. 3	MODERN MUSEUM GARDEN LUNCHEON SERVICE DISCONTINUED	MUSEUM OF MODERN ART	11 WEST 53RD STREET

After this Saturday, the delightful, outdoor luncheons in the Museum Garden will be discontinued. Tea is served daily, to Museum members in the Penthouse from 4 to 6 P.M.

Saturday Oct. 3, 4	SLEEPY HOLLOW COUNTRY CLUB HORSE SHOW	THE SLEEPY HOLLOW COUNTRY CLUB	SCARBOROUGH-ON-HUDSON

The annual big scale horse show held by Sleepy Hollow Club is cancelled this year in favor of a week-end event for the horsey sets of Rye, Tarrytown and White Plains. Proceeds will benefit Army Emergency Relief. This staging of 3 horse shows in one is an example of current day conservation.

Beginning Saturday Oct. 3 — OFFICIAL FOOTBALL SCHEDULE

SATURDAY, OCT. 3
- PENN-HARVARD at CAMBRIDGE
- COLUMBIA-MAINE at BAKER FIELD

SATURDAY, OCT. 10
- ARMY-CORNELL at WEST POINT
- NAVY-PRINCETON at YANKEE STADIUM
- YALE-PENN at NEW HAVEN
- COLUMBIA-BROWN at BAKER FIELD
- NAVY-YALE at BALTIMORE

SATURDAY, OCT. 17
- PRINCETON-PENN at PHILADELPHIA
- COLUMBIA-ARMY at BAKER FIELD

SATURDAY, OCT. 24
- COLUMBIA-PENN at PHILADELPHIA
- BROWN-PRINCETON at PRINCETON

SATURDAY, OCT. 31
- COLUMBIA-CORNELL at BAKER FIELD
- YALE-BROWN at NEW HAVEN
- ARMY-PENN at PHILADELPHIA
- HARVARD-PRINCETON at CAMBRIDGE

SATURDAY, NOV. 7
- NAVY-PENN at PHILADELPHIA
- ARMY-NOTRE DAME at YANKEE STADIUM

SATURDAY, NOV. 14
- YALE-PRINCETON at PRINCETON

SATURDAY, NOV. 21
- ARMY-PRINCETON at YANKEE STADIUM
- COLUMBIA-DARTMOUTH at BAKER FIELD

SATURDAY, NOV. 28
- ARMY-NAVY at PHILADELPHIA

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WEEK BEGINNING MONDAY, OCTOBER 5, 1942

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Early in October	STORES BEGIN "CARRY YOUR MERCHANDISE" DRIVE The "Carry Your Merchandise" Drive will get under way in major New York stores, fostered by the Retail Advertising Executives Club. Mrs. Dorothy Swenson, Vice-President of Abraham & Straus, Brooklyn, is Chairman of a committee to prepare posters and advertising copy for stores to display. These urge consumers to carry merchandise with them so as to conserve rubber and gasoline vital to the war effort. Further information from Mrs. Swenson, TR. 5-7200.		
Now Going On	PREVIEW OF CHRISTMAS GIFTS Now on display in her show room are Arden Christmas "Gifts from the land of Enchantment". The Cosmetic and Fashion Press are both invited to drop in for a preview and also to meet Mr. Charles Mooney, General Manager of the Arden organization. Contact: Virginia Wobber, PL. 3-3410.	ELIZABETH ARDEN	681 FIFTH AVENUE
Now Showing	RETAIL CUSTOM-ORDER AND WINTER COLLECTION This American-from-Paris with couture-background of 10 years with Patou and Schiaparelli, shows her newest Collection to the Fashion Press by appointment. Contact: Mlle. Suzanne, EL. 5-4531.	HELEN HUBBELL	134 EAST 56TH STREET
Just Published	"COTTON FIGHTS ON EVERY FRONT" Booklet, issued by Cotton Textile Institute describing war uses of cotton, illustrated by pictorial panels of a cotton exhibit now touring the nation with the Army War Show. Booklets - a good source for promotional ideas - free of charge, available upon request from Miss Virginia Jewel, The Cotton Textile Institute, 320 Broadway, New York City.		
Just Published	"EMBLEMS OF UNITY AND FREEDOM" Booklet issued by the Metropolitan Museum of Art in connection with current exhibit of 45 Emblems of American Patriotism including such popular insignia as the American Eagle, Statue of Liberty, Columbia, Uncle Sam, etc. Price, 25¢, obtainable from Metropolitan Museum of Art, 5th at 82nd St.		
Now Showing	"HEART-WARMER" SHOW OF QUILTED ARALAC FABRICS Quilted fabrics featuring Aralac protein fibre are the subject of a "heart-warmer" show now being toured through many of the leading stores in the U.S. McCall Magazine's pattern department is behind this in cooperation with Aralac, a division of National Dairy Products Corp. Contact: Mr. O.B. Bromley Jr., Aralac, 230 Park Ave., MU. 6-6100.	ARALAC & McCALL MAGAZINE	STORES THROUGHOUT COUNTRY
Now Showing Through Oct. 20	HOW THE AMERICAS CO-OPERATE IN TERMS OF ART This "good-neighbors" exhibit plus new acquisitions in painting and sculpture are on view to the public for the next several weeks, arranged by the Museum at the request of the Coordinator of Inter-American Affairs. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Now Showing Through Nov. 1	NON-PRIORITY CORSET FEATURE OF THE MONTH The Nina Fay Foundations have created a non-priority corset and bra containing neither metal nor rubber. Plastic fastenings, a new special bias material and button-tape-eyelets fastened with a button hook, replace the zipper. This non-priority corset and bra is custom-made, but mass production is possible. Publicity: Mr. Starr, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN, N. Y.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 5 1:00 P.M. Luncheon	FALL FASHION LUNCHEON	STEIN & BLAINE (15 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM

Presenting highlights of recent fashion show to Press, supplemented with new models. Open to public. Luncheon, $2. Press by invitation. Stein & Blaine Publ.: Kay Merrill, CO. 5-2837. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.

Monday Oct. 5 4:00 P.M.	PRESS PREVIEW: NEWLY INSTALLED EXHIBITION	THE NEW YORK HISTORICAL SOCIETY	170 CENTRAL PARK WEST

Members of the Fashion Press are cordially invited to attend a special viewing of a newly installed exhibition, "The New York Stage from the 1880's", by invitation. Opens to public following day, Tues., Oct. 6th. Contact Mr. A. J. wall, Director, TR. 7-2917.

Beginning Monday Oct. 5	FALL TERM OPENS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND ST.)

The fall term of the Traphagen School of Fashion begins Mon., Oct. 5th. Courses include: fashion drawing, illustration and design, stage, screen and textile design, clothing construction, draping and patternmaking, fabric analysis and forecasting, fashion journalism and contemporary fashions, speech for poise, window and counter display. Both day and evening and Saturday sessions. Registrar - Dorothy Tyroler, CO. 5-2077.

Beginning Monday Oct. 5 — SUIT MARKET LINES READY, ANTICIPATING TREMENDOUS SPRING SUIT SEASON

The 1943 Suit Season is expected to exceed 1942 banner sales records. Despite wool shortage, suits will be a bumper crop, as to quantity and variety.

Tuesday Oct. 6 1:00 P.M. Luncheon	FALL OPENING: RITZ LUNCHEON FASHION SHOW SERIES	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM

Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in the Salon d'Elegance, with a presentation of exciting new hats. Open to public. Luncheon, $2. Press by invitation. Florell Publ.: Mr. Frederick, PL. 5-0895. Ritz Publ.: Marion Morrison, PL. 3-4600.

Tuesday Oct. 6, Wednesday Oct. 7 2:30 & 8:45 P.M.	NEW YORK TIMES WAR STYLE PARADE	NEW YORK TIMES	TIMES HALL (LITTLE THEATRE), 229 WEST 43RD ST.

To appease consumer interest in the effect of WPB's L-85 order on fashion, the New York Times will present the Fashions of The Times, a dramatized performance with new lighting and staging techniques. The clothes shown will range from modest-priced costumes to creations from leading custom-made houses. American style leadership after two years of independence of Paris, will be accented. Mirrored too, will be today's fashion front, including costumes of civilians, war-service workers and defense plant employees. Five prophetic costumes of the future will be introduced by five leading dress designers and the three outstanding milliners of Millinery Fashion Inspiration, Inc., will create new hat themes. The underlying theme is the determination of American women to dress sensibly yet smartly. There will be two performances each day, matinee and evening. The Army Emergency Relief Fund will benefit from the proceeds of these Fashions of The Times. Open to public. Admission, $1.65. Publ.: Jane Ellis, CO.5-4535 or CO. 5-7784.

Tuesday Oct.6,7,8 4:00-11:00 P.M.	INFORMAL FUN FAIR	BUNDLES FOR AMERICA MRS. H.D. WOOD, PRES.	ST. THOMAS EPISCOPAL CHURCH, 229 E. 59TH ST.

An event featuring dancing and various fund-raising devices are part of this "Bundles for America" Fair. This represents a special effort to boost war-front home services. Open to public. Admission, 55¢. Contact: Mrs. Henry Duncan Wood, Pres., PL. 9-6656.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 6 5:00-7:00 P.M.	PREVIEW: ARTISTRY & TECHNIQUE OF THE MOTION PICTURE	COTY AND METRO-GOLDWYN-MAYER	COTY'S 612 FIFTH AVENUE

The Press is invited to witness a unique exhibit of fine arts of the cinema. Included will be an informal exposition of the technique, research and artistry of the moving picture. Life masks of top-ranking MGM stars will be shown. This exhibit will have department store, civic and educational value and will be toured about the country by MGM. Coty's lends its handsome Fifth Avenue showroom for the Press Preview. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.

Wednesday Oct. 7 1:00 P.M. Luncheon	FALL SEASON: SERT ROOM STYLE SHOW SERIES	HARRY COLLINS, DRESSMAKER (647 FIFTH AVE.)	WALDORF ASTORIA HOTEL SERT ROOM

Harry Collins, quality dressmaker, will stage his first Fall luncheon fashion show, marking the re-opening of the Sert Room. Spotlight on Fall and Winter Fashions. Open to public. Luncheon, $2. Press by invitation. Waldorf Publicity: Ted Saucier, EL. 5-3000.

Wednesday Oct. 7 6:00-8:00 P.M.	PRESS PREVIEW: "SALUTE TO CHINA"	BLOOMINGDALE'S	HOME ENSEMBLE SHOP 5TH FLOOR

As an appreciative gesture toward China, Bloomingdale's is opening a gallery of new model rooms furnished in modern interpretation of old Chinese treasure-designs. Chinese textiles from the Collection of Mrs. Guy Potter Benton and other rare decor ideas have been utilized for this display. Opening will be attended by Chinese dignitaries and by invited Press. Opens to public following day, Oct. 8th. Publ.: Karen Hollis, VO. 5-5900.

Wednesday Oct. 7 7:00 P.M.	BEAUTY TREATMENT FOR YOUR FURNITURE	JOHN WANAMAKER'S	B'WAY AT 9TH STREET HOME STORE, 5TH FLOOR

Miss Kay Hardy, author and lecturer, will talk on "Beauty Treatment for your Furniture Through new Color Scheme and Re-Upholstery." Open to Press and public. Publicity: Mr. Davidson, ST. 9-4700.

Wednesday Oct. 7-25	RODEO	MADISON SQUARE GARDEN	8TH AVE. AT 50TH STREET

17th Annual World's Championship Rodeo. $60,000 prize money! Guest star: Roy Rogers, hero of Western films. Tickets, $1.10 to $3.85. Matinees each Saturday, Sunday and on Columbus Day, October 12th.

Thursday Oct. 8 9:30 A.M.-9:00 P.M.	ALL DAY SHOWING: McKETTRICK CLASSICS	ABRAHAM & STRAUS, BROOKLYN	THRIFT DEPARTMENT 3RD FLOOR, EAST BLDG.

As a feature of Thursday's late night, Abraham & Straus stages this 12-hour consecutive fashion show of sports and business dresses priced to interest career women. Open to Press and public. Publ.: Emily Adamson, TR. 5-7200.

Thursday Oct. 8 12:30 P.M. Luncheon	WEEKLY LUNCHEON: N. Y. PUBLICISTS	PUBLICITY CLUB OF NEW YORK	BELMONT-PLAZA HOTEL CASINO-IN-THE-AIR

Weekly meeting of Press Agents and Public Relationists. Speaker this week will be Elsa Maxwell, international party giver and columnist of New York Post. Open to members and guests. Publicity: Mr. Uriel Davis, CI. 7-6161.

Thursday Oct. 8 1:00 P.M. Luncheon	FALL FASHIONS FOR ALL OCCASIONS	R. H. MACY & CO., INC. (HERALD SQUARE)	PLAZA HOTEL PERSIAN ROOM

Macy's unfurls Fall clothes at a gala Plaza luncheon. Open to public. Luncheon, $2. Press by invitation. Macy Publicity: Kay Inglis Jones, CH. 4-2000. Plaza Publicity: Alma Zaiss, PL. 3-1740, ext. 410.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 8 1:00 P.M. Luncheon	FALL FASHIONS LAUNCH NEW"FLAMBÉ" SHADE	ANTHONY BLOTTA & "IDENTI-COLS"	HOTEL PIERRE COTILLION ROOM

This may possibly be one of the last color coordinations, now that WPB has put its foot down on colors other than blue, black, brown and white in shoe-leathers. For this showing, Anthony Blotta Fashions, I. Miller, Shoes, Aris Gloves, Pichel Bags, and Schoen Hats are designed in Flambé color, a rosy red adopted by China War Relief and shown at the Pierre under the auspices of Bonwit Teller. Open to public. Luncheon, $2. Press by invitation. Publ.: Adams and Anderson, CH. 4-6691. Pierre Pub.: Kathleen Moran, RE.4-5900.

Friday Oct. 9- Oct. 18	OUT-DOOR ART EXHIBIT	WASHINGTON SQUARE ARTISTS	WASHINGTON SQUARE NEW YORK

This bi-annual out-door art show lasts from Oct. 9 through 18th. In addition to its traditional art purposes, this time the Greenwich Village artists will try to make their works divert the public from war-time seriousness. Paintings by artists in war service will be included in exhibit. Sidewalk sales are usually brisk in this neighborhood art mart. Contact: Mr. Bela de Tirefort, Chairman, 21 Bank St., CH. 2-6112.

Saturday Oct. 10 10:30 A.M.	"TALK OF TEENS" MEETING	B. ALTMAN & CO.	5TH AVE. AT 34TH ST. TALK OF TEENS SHOP

This is Altman's appeal to junior fashion trade. Fall styles and guest speakers projected against a fun-making atmosphere of jitterbug music and light refreshments. Press and Teens invited. Publ.: F. Willcox, MU.9-7000.

Saturday Oct. 10 Through Nov. 30	"I REMEMBER THAT" EXHIBIT	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.

A nostalgic exhibition of interiors from the "Index of American Design" consisting of 23 water color drawings of American interiors compiled from records dating from the "elegant 80's" to 1910. These interiors include homes, public rooms, and transportation of the then called "pullman car" period. Exhibit lends itself to promotional ideas. Open to public. Publicity: Alice Pentlarge or Miss Green, RH. 4-7690.

Monday Oct.12-21	OPENING DAY: JAMAICA FALL RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA LONG ISLAND
Tuesday Oct. 13 12:30 P.M. Luncheon	PRESS LUNCHEON SHOWING OF 17 NEW ROOMS	LORD & TAYLOR	424 FIFTH AVENUE EXEC. DINING ROOM

This is the first important exhibit of Lord & Taylor rooms since their famous William Pahlman entered war service. Undoubtedly this exhibit will be in the Pahlman tradition, one of elegance and modern spaciousness. Press by invitation only. Opens to public following day., Wed., Oct. 14th. Publicity: Charles Nicolai, WI. 7-3300.

Tuesday Oct. 13 1:00 P.M. Luncheon	DRESS-UP STYLES FOR WAR TIMES	JONAI (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM

An assortment of selective ready-to-wear fashions for Fall social events. Also practical styles for socialites doing war work. Open to public. Luncheon, $2. Press by invitation, Ritz. Publ.: Marion Morrison, PL. 3-4600.

Tuesday Oct. 13 4-6 P.M. (Postponed from 10/6)	PREVIEW: MEN'S TOILETRIES	ALFRED D. McKELVY CO.	10 ROCKEFELLER PLAZA

Preview of new additions in men's Seaforth Toiletries, including a new "Commando Kit" for men in the services. Also launching new offices appropriately decorated for masculine cosmetics. Press by invitation. Contact: Richard Stern, PE. 6-4459.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 14-Oct. 15 10 A.M.-5:00 P.M.	ANNUAL FALL MEETING	TANNERS' COUNCIL OF AMERICA	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

The Annual Fall Meeting generally held in Chicago, will take place this year in New York. This is because of the desirability of obtaining Washington speakers, who lack time to travel to Chicago. Open to members and Hide and Leather Trade. ~~More details in later issue of FASHION CALENDAR.~~ Contact: Mr. J. L. Nelson, BE. 3-0494.

Wednesday Oct. 14 12:30 P.M. Luncheon	RETAIL ADVERTISING EXECUTIVES' CLUB MEETING	RETAIL ADVERTISING EXECUTIVES' CLUB	HOTEL NEW YORKER PARLOR B, 3RD FLOOR

This is the monthly meeting of this organization composed of publicity and advertising directors of New York stores. Pres., Wm. Howard, R. H. Macy; V. P., John Pearl, The Namm Store; and Sec'y, Lois Munn, McCreery's. Membership invited. Contact: Lois Munn, WI. 7-7000.
Dorothy Swerson, Assistant Treasurer; Treasurer;

Wednesday Oct. 14 1:00 P.M. Luncheon	FALL LUNCHEON FASHION SHOWING	HENRI BENDEL (10 WEST 57TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM

Henri Bendel will present new fashions with an eye to the future holidays, including day-time and evening clothes and furs. Open to public. Luncheon, $2. Press by invitation. Bendel Publ.: Frances Anderson, CI. 7-1100. Waldorf Publicity: Ted Saucier, EL. 5-3000.

Wednesday Oct. 14 4:00 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION	McMULLEN & CO.	475 FIFTH AVENUE

Opening of Dorothy Cox's new Collection for Southern Resort and Spring Wear. Press by invitation only. McMullen Openings always very crowded. Come early for seat. Publicity: Abigail Johnson, MU. 3-9560.

Thursday Oct. 15 1:00 P.M. Luncheon	FALL LUNCHEON FASHION SHOWING	DE PINNA (650 5TH AVE.)	PLAZA HOTEL PERSIAN ROOM

De Pinna will present a Fall Collection for Day-Time and Evening in the Persian Room. Open to public. Luncheon, $2. Press by invitation. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Plaza Publicity: Alma Zaiss, PL. 3-1740, ext. 410.

Thursday Oct. 15 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	TRAINA-NORELL FOR BONWIT TELLER	HOTEL PIERRE COTILLION ROOM

Undaunted by war priorities, the Fall Fashions of Traina-Norell (550 7th Ave.) will be shown before a lunching public under the Bonwit Teller sponsorship. Open to public. Luncheon, $2. Press by invitation. Publicity: Kathleen Moran, RE. 4-5900.

Thursday Oct. 15 5:00 P.M. Tea	WHITE ELEPHANT FETE BENEFIT	CHILD PLACING COMMITTEE	HOTEL PIERRE COTILLION ROOM

The 4th annual White Elephant Fete is being given for the benefit of the Child Placing and Adoption Committee under the direction of the State Charities Aid Association. This is one of the oldest adoption agencies in the country. It furnishes a complete service for the care of homeless children and their placement in carefully investigated homes. Debutantes and public and charity shops are contributing services and merchandise for this event. In charge of arrangements are Mrs. Henry J. Taylor and Mrs. Daniel M. S. Heggerty. Admission fee, $1.50 part of which is bundles suitable for resale at Nearly New Shop. Publicity: Dorothy King and Adele Brown, PL. 3-1940.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Oct. 16 8:00 P.M. Preview, Oct. 18-19 Clinic	PRESS PREVIEW: FASHION FORECASTS & BEAUTY CLINIC	AMERICA'S HAIR FASHION CENTER	ST. REGIS HOTEL VIENNESE ROOF

First annual "Fashion Forecast and Beauty Clinic" held by America's Hair Fashion Center. Open to Beauty Salon owners who may avail themselves of a two-day clinic on beauty problems, hair and face, given by leading authorities. Features include fashion presentation and style contest judged by Beauty Editors. Preview, for Beauty and Fashion Press, Oct. 16, 8 P.M. Clinic in session Sept. 18th at 2 P.M. and Sept. 19th at 10 A.M. Fee, $15. For further information and publicity: Nona James, BU. 8-0047.

Saturday Oct. 17 11:00 A.M.	"TRICKS FOR TEENS" BAZAAR	SAKS 34TH STREET	B'WAY AT 34TH ST. TEENS' SHOP

Members of the "Tricks for Teens" Club are selling self-made tricks in return for 10 and 25¢ stamps. This is strictly a stamp-selling show. No fashions. Teens and their guests invited. Open to Press. Publicity: Margaret Pierce, LA. 4-7000. Among celebrities present will be Ella Logan of "Show Time" + Gwen Anderson, lead in "Janie"

Saturday Oct. 17 12:15 P.M. Luncheon	WOMEN AT WAR LUNCHEON	N.Y. LEAGUE OF BUSINESS AND PROFESSIONAL WOMEN	HOTEL ASTOR B'WAY AT 45TH ST.

Celebrating National Business Women's Week, business and professional women's organizations are planning a bang-up luncheon with top-ranking speakers such as Major Oveta Culp Hobby of the WAAC's and Lt. Comm. Mildred McAfee of the WAVE's promised. ~~Also other~~ top-ranking American and Canadian women in official war jobs. Chairman: Mrs. ~~Grace Allan Bangs.~~ Open to all business and professional women. Tickets, $2.25. Contact: Sara Sparks, ~~WH. 3-8340~~ Re. 2-1300 or Mrs. Grace Bangs, PE. [redacted]. 6-4000. Comm. Love of WAFS promised to appear

week of Oct. 18-21	SIMULTANEOUS SHOWING: N.Y., CHICAGO & ST. LOUIS VOLUME GRADE SHOE LINES	N.Y., CHICAGO & ST. LOUIS SHOE MFRS. and New England	OWN SHOWROOMS & VANDERBILT, COMMODORE, NEW YORKER & McALPIN HOTELS

This event will enable exhibitors of Eastern, Southern and Mid-Western firms to show early Spring lines jointly. Exhibit has special interest because of the recent drastic curtailment of shoe materials by WPB order.

Beginning Monday ~~Oct. 19~~ Nov. 2	OPENING OF CRUISE RESORT & EARLY SPRING SPORTS & DRESS LINES

Although not all dates have been announced as yet on Cruise Resort Wear Openings, lines will ~~probably~~ be shown to Buyers and Press beginning Mon., ~~Oct. 19~~ Nov 2 and continuing through Nov. 10. Due to war-time conservation, Resort Fashions this year, more than ever, will presage Spring styles. ~~Definitely announced are the following two Sportswear Guild House Openings:~~

~~TUES., OCT. 20~~ Mon., Nov. 2	TUES., NOV. 3
STAR-MAID DRESSES, 498 7TH AVE. 10:30 and 2:30 P.M. Contact: Norman Silverstein, PE. 6-0444.	ADLER & ADLER, 550 7TH AVE. 10:30 & 2:30 P.M. Contact: Mr. Paul Adler, CH. 4-6630.

November 2nd also marks the first showings of the Moderate-Priced Dress Groups' Cruise-Resort and Early Spring Collections, at 10:30 A.M. and 2:30 P.M. daily. Contact, Mr. Bertram Reinitz, 151 W. 40th St., LA. 4-5970. As new dates are established, they will be listed.

Monday Oct. 19 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	PATTULO PRESENTS JO COPELAND ORIGINALS	ST. REGIS HOTEL IRIDIUM ROOM

Pattulo presents Jo Copeland Originals (498 7th Ave.) for mid-winter, at a luncheon fashion show on the Roof of the St. Regis Hotel. The show will stress, especially, formal afternoon and dinner gowns geared to the times. Open to public. Luncheon, $2. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 19	WAR-JOB TRAINING CLASS FOR WOMEN	DEFENSE TRAINING SCHOOL	375 PEARL STREET BROOKLYN, N. Y.

200 women, high-school graduates, are invited to enroll in classes of technical subjects qualifying them for jobs in war industries. Training includes mathematics, chemistry, mechanics training, laboratory assistance, etc. Cost is free, borne by the U. S. Office of Education. Operated cooperatively by 8 engineering colleges of Greater New York. Classes, Monday through Friday. Further information, hours, etc., MA. 4-6877.

Tuesday Oct. 20 3:00-5:00 P.M. Cocktails	COCKTAIL PRESS SHOWING: "YOUNG" SIZE 10-20 DRESSES	BALCH-PRICE INC., BROOKLYN	380 FULTON STREET 10-20 SHOP

This marks the opening of a new shop within a store to be known as the "10-20" Shop. Not only are sizes between 10 and 20, but prices also range between $10 and $20. Press by invitation. Opens to public, Thursday, October 22nd. Publicity: Mr. Cummings, Grey Adv. Agency, CH. 4-3900.

Wednesday Oct. 21 1:00 P.M. Luncheon	FALL LUNCHEON FASHION REVUE	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM

Another food-and-fashion combination stressing street, day-time and evening style selections by Arnold Constable. Open to public. Luncheon, $2. Press by invitation. Arnold Constable Publ.: Jeanne Pierre, CA. 5-2300. Waldorf Publ.: Ted Saucier, EL. 5-3000.

Wednesday Oct. 21 5:30 P.M.	WAR-TIME HAIR DRESSING STYLES	BERNORD AZ GURO	HOTEL NEW WESTON MADISON AVE. AT 50TH

Presenting new coiffures that coordinate hair and millinery. Also featuring newest methods in permanent waving, hair coloring, and setting. Press preview by invitation. Contact: Bernord Az Guro, WI. 2-1692.

Thursday Oct. 22 1:00 P.M. Luncheon	4-DESIGNER LUNCHEON FASHION SHOW	ROSE AMADO INC. (1 WEST 57TH ST.)	PIERRE HOTEL COTILLION ROOM

Four prominent American designers will create a Collection of costumes for Rose Amado, Inc., to be previewed to lunchers at this week's Pierre's fashion showing. Details later. Open to public. Luncheon, $2. Press by invitation. Publicity: Kathleen Moran, RE. 4-5900.

Thursday Oct. 22 4:00-6:00 P.M. Through Jan. 3, '43	INVENTIONS FOR VICTORY	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN, N. Y.

First major museum exhibit of the season will stress new materials proving American manufacturers' ingenuity as part of our war-time program. Inventions for Victory will include articles immediately available to the consumer and also those of recent invention, but restricted by priorities. The gist of the exhibit is to prove that the functions of formerly available materials such as wool, silk, metals, rubber, etc., are performed by satisfactory replacements. Press invited for Thurs. preview, 4-6 P.M. Opens to public on following day, Fri., Oct. 23 thru Jan. 3, 10-5 daily, 1-6 Sundays. Publicity: Mr. Starr, NE. 8-5000.

Tuesday Oct. 27 11:00 A.M.	HOWARD GREER'S SPRING FORECAST	HOWARD GREER	HOTEL ASTOR SUITE 168-170

Howard Greer is showing a Collection forecasting late Spring and early Summer in color and silhouette. Purpose: inspirational value to New York manufacturers. Mr. Greer has been fortunate in planning previous style ideas which have caught on in the market and through style prevues shown to the Press and Trade prior to the usual timing of others' collections. In

(Continued on following page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

(Continued from preceding page)

the Greer late Spring and early Summer collection are suits, coats, sportswear, day-time, afternoon and dinner clothes. Limited Press showing by invitation only, Tues., Oct. 27th at 11 A.M. Showing to manufacturers in ready-to-wear market, Tues., Oct. 27th, afternoon, by appointment. Admission, $100. which includes right to copy four models. Showing under direction of Mrs. Beatrice Sterling, will continue for about three weeks. Publicity: Beatrice Sterling, WI. 2-7494.

Tuesday Oct. 27 2:30 P.M. Press, 4:00 P.M. Members	EXHIBIT OF "FASHIONINGS", PAST AND PRESENT	MUSEUM OF COSTUME ART	630 FIFTH AVENUE ROOM 414

The Museum of Costume Art presents an unusual and timely showing of "fashionings", and embellishments of the past and present. Also there will be shown modern garments with newly devised closings. This exhibit open to public, Oct. 28th. Publ.: Jane Ellis, CO. 5-4535 or CO. 5-7784.

Thursday Oct. 29 1:00 P.M. Luncheon	THREE-WAY DESIGNER FASHION SHOW	PENIZEK, FURS, BRAAGAARD, HATS, ROSE AMADO, COSTUMES	PLAZA HOTEL PERSIAN ROOM

Mixing food and fashions for the Plaza's smart clientele, these three ranking designers, Penizek, Furs (1 W. 57th St.); Braagaard, Hats (17 W. 57th St.); and Rose Amado, Costumes (1 W. 57th St.) present styles created and ensembled for the occasion. Open to public. Luncheon, $2. Press by invitation. Designer Publ.: Constance Hope, PL. 3-3390. Plaza Publ.: Alma Zaiss, PL. 3-1740, ext. 410.

Saturday Nov. 7 2:30 & 8:00 P.M.	NATIONAL HORSE SHOW	RIDING AND POLO CLUB	OLD RIDING CLUB 7 WEST 66TH STREET

Because of the war, this year's National Horse Show is being condensed from the usual 8 days to 1, with an afternoon and evening session held in the Old Riding and Polo Club instead of Madison Square Garden. Despite such drastic streamlining, there will be a distinguished assembly of horses, riders and society figures at the tan bark rink. The $5.50 seat capacity of the Club will soon be sold out. This annual event is attended by many fashion-wise women, for in the past it has marked the beginning of the [illegible]. Publicity: Mr.

DATES AHEAD

~~Oct. 12~~	~~COLUMBUS DAY (Monday, Big Shopping Day)~~
Oct. 27	NAVY DAY (Tuesday)
Oct. 31	HALLOWE'EN (Saturday)
Nov. 3	ELECTION DAY (Tuesday)
Nov. 11	ARMISTICE DAY (Wednesday)
Nov. 26	THANKSGIVING DAY (Thurs.)

RED LETTER WEEKS

Oct 20-25 5 N 82

~~Oct. 3-10~~	~~NAT'L RETAIL FURNITURE WEEK~~
~~Oct. 4-10~~	~~FIRE PREVENTION WEEK~~
~~Oct. 4-10~~	~~NAT'L BUSINESS WOMEN'S WEEK~~
Oct. 25-31	NATIONAL GIRL SCOUT WEEK
Nov. 2-8	AMERICAN ART WEEK
Nov. 9-15	NATIONAL FATHER & SON WEEK
Nov. 11-30	RED CROSS DRIVE

Nov. 16-22 5 P
Oct 18-24 5 P Pharmacy Week

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Monday.....PREMIERE: "LET FREEDOM SING" LONGACRE THEATRE, 220 WEST 48TH ST.
Oct. 5 Premiere of musical revue starring Mitzi Green. Music by John LaTouche, Herbert Rome and Marc Blitzstein. Costumes by Paul du Pont who has recently also designed the costumes for "Porgy & Bess", "Franklyn Street", and "The Time, The Place, And The Girl". Publ.: Jim Proctor, WI. 7-1093.

Tuesday.....GALA PREMIERE: BALLET THEATRE, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
Oct. 6 The Hurok season of Ballet performed by the two great ballet troupes "The Ballet Theatre" and the "Ballet Russe de Monte Carlo" will include 32 ballets, among them 8 new productions and revivals. Ballets include the work of three women choreographers, Agnes De Mille, Mia Slavenska and Bronislava Nijinska. Conductor for the Ballet Theatre, Oct. 6 to 11th and Oct. 22 to Nov. 1st, will be Antal Dorati. Franz Allers will conduct for the Ballet Russe de Monte Carlo, Oct. 12 to 20th. First new ballet will be "Aleko" in which Marc Chagall, Russian Painter makes his debut in the ballet field. Another new offering will be Fokine's "Helen of Troy", with scenery and costumes by Marcel Vertes. Opening program of the Ballet Russe includes two new works, "Snow Maiden" staged by Bronislava Nijinska, and an American ballet "Rodeo" staged by Agnes De Mille with original score by Aaron Copland. Other noteworthy programs will be listed later. Publicity: Gerald Goode, S. Hurok Office, PL. 3-0820.

Tuesday.....PREMIERE: "WINGS AND THE WOMAN" (Movie) LOEW'S CRITERION, 1514 BROADWAY
Oct. 6 Anna Neagle, British film star plays the part of Amy Johnson, gallant British flyer in this women's aviation picture, filmed under blitz conditions in London. Publicity: Rutgers Neilson, CO. 5-6500.

Wednesday...TOSCANINI TO CONDUCT PHILHARMONIC — N.Y. PHILHARMONIC SYMPHONY SOCIETY — CARNEGIE HALL WEST 57TH STREET
Oct. 7 The eminent Arturo Toscanini will conduct the New York Philharmonic Symphony Society Orchestra in the first six concerts of its 1942-43 season, beginning Wed., Oct. 7th, at Carnegie Hall. Bruno Walter will follow Toscanini, and other conductors engaged include: Artur Rodzinski, Dimitri Mitropoulos, Fritz Reiner and John Barbirolli. Toscanini's Opening program includes Berlioz' "Romeo and Juliet" and "Roman Carnival". Publicity: Dorle Jarmel, CI. 7-4733.

Wednesday...PREMIERE: "THE EVE OF ST. MARK" CORT THEATRE, 138 WEST 48TH ST.
Oct. 7 Preceded by previews on Oct. 5 & 6. Maxwell Anderson's latest work presented by the Playwright's Company. Cast includes: Aline MacMahon and Charles Ellis. Costumes by Toni Ward. Publicity: William Fields and Philip Stevenson, CI. 5-7930.

Wednesday...FORMAL OPENING: MAISONETTE ROOM ST. REGIS HOTEL, 5TH AVE. AT 55TH ST.
Oct. 7 This gala re-decorated night club opens with a benefit for the Soldiers and Sailors Club. Dinner, $7.50 and a la carte. Two orchestras: Bob Terry and Freddie Miller will keep things lively. Public opening, with informal clothes in order, from Oct. 8th. Dinner, a la carte. Pre-theatre dinner snack, $3.50. Publicity: Jane Hunter, PL. 3-4500.

Thursday....PREMIERE: "COUNT ME IN" BARRYMORE THEATRE, 243 W. 47TH ST.
Oct. 8 Sparkling musical comedy, words and music written by Ann Ronnell with Louella Gear, produced by Harry Kaufman and Messrs. Shubert. Also Charles Butterworth, Hal LeRoy, June Preisser and Gower & Jeanne. This is a modern military comedy with current women's army and navy characters. Clothes by Irene Sharaff. Publicity: C. P. Greneker, CI. 6-9500.

Thursday....OPENING: BENNY GOODMAN IN RE-DECORATED TERRACE ROOM, HOTEL NEW YORKER,
Oct. 8 8TH AVE. AT 34TH ST. Publicity: Shepard Henkin, ME. 3-1000.

Friday.....OPENING: WEDGEWOOD ROOM WALDORF ASTORIA HOTEL, PARK AT 50TH
Oct. 9 Formal opening of this dinner and dance spot includes a benefit for the Opportunity Shop. Entertainment by Emil Coleman Orchestra for dancing and Georges & Jalna dancers during both dinner and supper. Dinner plus cover charge at regular Waldorf Astoria prices. Gracie Fields will sing at supper show only. Publicity: Ted Saucier, EL. 5-3000.